

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
2
CHANCES

REP HEADLINE# 6301800
***** UNAPPROVED REV #1 ****

HARRIS REPORT FROM REP AUG 31/12 14.31
CHANGES * * * WESB-TRY * * *

ADV #	ADV -	NAME	POLI/L MCMAHON/R/SEN/CT	REP. #	OFF. #	SALESMAN #
AGY #	AGY -	NAME	MENTZER MEDIA SERVICES, INC.	BUYER NAME	ANNE BRAUNSHEIDEL	
600 FAIRMOUNT AVENUE, SUITE 306				SALES PRSN	WA-	HEATHER UTTLEY (H)

ORDER #	CONTRACT #	CLASS:	REGIONAL
PRDCT	<u>MCMAHON 4 !!!GFSB!!</u>	<u>EST#1291</u> COMMENTS: (LINE, ORDER, INVOICE)	LOCAL
FLIGHT DATES	<u>SEP4/12</u>	<u>SEP10/12</u>	<u>WTX-1</u>

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED

REVISED ORDER P:

ZEROED L.N. 2.5 ADDED T.N.S. 4.2-11

PLS CPM

IN CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILABLE
FOR THIS AGENCY

*** ORDER FOR GFSSB** TDB #1021 TV INVOICES #991 2736

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LINE# : REP : C/D : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTAL:
: LINE# : : : : : : : : DATE : DATE : : /WK: INVT : : : : SPOTS:
AGENCY ADVERTISER CODE = AGENCY EST# = 1291
AGENCY PRODUCT CODE =
6   * 530P-600P   30   $65.00   9/4   9/4   1   TUE
PROGRAM : 530P NEWS
CON COMP : 530P NEWS

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REP HEADLINE# 6301800
***** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

CREDIT RISK ! ! !
HARRIS REPORT FROM REP. * * CHANGES**
FAX# 703-516-9680
AUG31/12 14:31
* * * WFSB-TV * * *

:LINE#:		REP	CD:	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPTS:	WEEK	DAY	TOTAL:	SPTS:
:LINE#:		:	:	:	:	:	:	:	DATE	DATE	:	INVT:	INVT:	INVT:	INVT:
25	S	630P-700P			30			\$45.00	9/9	9/9	0	SUN	0	0	
PROGRAM	:	SUN	630P	NEWS											
CON COM1:		SUN	630P	NEWS											
42	A	1100P-1135P			30			\$65.00	9/8	9/8	1	SAT	1	1	
PROGRAM	:	LATE	NEWS												
CON COM1:		LATE	NEWS												
43	A	1135P-1235A			30			\$15.00	9/8	9/8	1	SAT	1	1	
PROGRAM	:	CRIMINAL	MINDS												
CON COM1:		CRIMINAL	MINDS												
44	A	900A-1000A			30			\$30.00	9/10	9/10	1	MON	1	1	
PROGRAM	:	LIVE	WITH	KELLY											
CON COM1:		LIVE	WITH	KELLY											
SEP/12												CONTRACT	TOTAL	SPOTS	
												\$5,010.00	\$5,010.00	56	

MARKET TOTALS \$409,687 WFSB 408 WTIN 18% WTIC 25% WVT 25% WCTX 4% WCCT 0.8% WHPX 0%

SVC- NSI GFSB 28% .
SHARES ACCURATE .

MOD CODE	A-ADD	B-BUY	TYPE	C-CANCELLED	DE-DELETE	E-EFF	DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS, PLAN, SECT	Q-PAID	PGM	R-RATE	S-SPOTS	PER	WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS

CONTRACT



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 491856 /		Alt Order # 06301800
<u>Product</u>		
Contract Dates 09/04/12 - 09/10/12	Estimate # 1291	
Advertiser McMahon for Senate		Original Date / Revision 08/31/12 / 08/31/12
		Billing Cycle EOM/EOC
		Billing Calendar Broadcast
		Cash/Trade Cash
Station GFSB		Account Executive Heather Utley
		Sales Office HRP-WASHING
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
											Spots	
E 1	GFSB	09/04/12	09/07/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		:30			NM	2	\$90.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12	-T--F--					2	\$45.00			
E 2	GFSB	09/04/12	09/06/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		:30			NM	2	\$120.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12	-T-T---					2	\$60.00			
E 3	GFSB	09/04/12	09/06/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	2	\$80.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12	-T-T---					2	\$40.00			
E 4	GFSB	09/04/12	09/07/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	2	\$100.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12	-T--F--					2	\$50.00			
E 5	GFSB	09/04/12	09/06/12	5PM-5:30PM Eyewitness Nev	5PM-5:30PM		:30			NM	2	\$130.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12	-T-T----					2	\$65.00			
N 6	GFSB	09/04/12	09/07/12	5:30PM-6PM Eyewitness Nev	5:30PM-6PM		:30			NM	1	\$65.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12	-T--F--					2	\$65.00			
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
1	GFSB	09/03/12-09/09/12		5:30PM-6PM Eyewitness Nev	5:30PM-6PM	-Tu---F---	:30		\$65.00	NM		
				See MG 25.2,25.3,25.4								
E 7	GFSB	09/04/12	09/06/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	2	\$180.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12	-T-T---					2	\$90.00			
E 8	GFSB	09/07/12	09/07/12	7PM-7:30PM	7PM-7:30PM		:30			NM	1	\$90.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12	-----1--					1	\$90.00			
E 9	GFSB	09/05/12	09/05/12	7:30PM-8PM	7:30PM-8PM		:30			NM	1	\$90.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12	--1----					1	\$90.00			
E 10	GFSB	09/04/12	09/06/12	5AM-5:30AM Eyewitness Nev	5AM-5:30AM		:30			NM	4	\$100.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:	09/03/12	09/09/12	-TWT--					4	\$25.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 491856 /	Alt Order # 06301800	
Contract Dates 09/04/12 - 09/10/12	Product MCMAHON 4 !!!GFSB!!	Estimate # 1291
Advertiser McMahon for Senate	Original Date / Revision 08/31/12 / 08/31/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays								
		Start Date	End Date	Weekdays								
E 11	GFSB	09/04/12	09/07/12	5:30AM-6AM Eyewitness News	5:30AM-6AM		:30			NM	2	\$70.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-T--F--				2	\$35.00			
E 12	GFSB	09/04/12	09/08/12	M-SU Eyewitness News @ 1	11PM-11:35PM		:30			NM	3	\$195.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-T-T-S-				3	\$65.00			
E 13	GFSB	09/04/12	09/04/12	NCIS	8PM-9PM		:30			NM	1	\$250.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-1----				1	\$250.00			
E 14	GFSB	09/04/12	09/04/12	National Conventions	10pm-11pm		:30			NM	1	\$400.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-1----				1	\$400.00			
E 15	GFSB	09/05/12	09/05/12	Criminal Minds	9PM-10PM		:30			NM	1	\$220.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	--1----				1	\$220.00			
E 16	GFSB	09/05/12	09/05/12	National Conventions	10pm-11pm		:30			NM	1	\$400.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	--1----				1	\$400.00			
E 17	GFSB	09/07/12	09/07/12	CSI: NY	9PM-10PM		:30			NM	1	\$200.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	----1--				1	\$200.00			
E 18	GFSB	09/08/12	09/08/12	SA Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-----1-				1	\$20.00			
E 19	GFSB	09/08/12	09/08/12	SA Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-----1-				1	\$35.00			
E 20	GFSB	09/08/12	09/08/12	SA 6pm-6:30pm EWN	6PM-6:30PM		:30			NM	1	\$35.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-----1-				1	\$35.00			
E 21	GFSB	09/09/12	09/09/12	SU Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-----1				1	\$20.00			
E 22	GFSB	09/09/12	09/09/12	SU Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-----1				1	\$35.00			
E 23	GFSB	09/09/12	09/09/12	CBS Sunday Morning	9AM-10:30AM		:30			NM	1	\$85.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-----1				1	\$85.00			
E 24	GFSB	09/09/12	09/09/12	Su 10:30AM-11:30AM ROT	10:30AM-11:30AM		:30			NM	1	\$55.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-----1				1	\$55.00			
N 25	GFSB	09/09/12	09/09/12	SU 6:30PM-7PM EWN	6:30PM-7PM		:30			NM	3	\$110.00
		Start Date	End Date	Weekdays								
		Week: 09/03/12	09/09/12	-----1				1	\$45.00			

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WFSE Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
491856 /	06301800

Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	MCMAHON 4 !!!GFSB!!	1291

Advertiser	Original Date / Revision
McMahon for Senate	08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Spot	Ch	Start Date	End Date	Weekdays	Description	Start/End Time	Weekdays	Length	Rate	Type		
1	GFSB	09/03/12	09/09/12	SU	6:30PM-7PM EWN See MG 25.2,25.3,25.4	6:30PM-7PM	-----St	:30	\$45.00	NM		
2	GFSB	09/08/12	09/08/12	M-SU	Eyewitness News @ 1111PM-11:35PM		-----Sa--	:30	\$65.00	NM		
①	MG for 6.1,25.1											
3	GFSB	09/08/12	09/08/12	Wknd	Late Fringe Synd.	1135PM-12:35AM	-----Sa--	:30	\$15.00	NM		
②	MG for 6.1,25.1											
4	GFSB	09/10/12	09/10/12		9AM-10AM	9AM-10AM	M-----	:30	\$30.00	NM		
③	MG for 6.1,25.1											
E 26	GFSB	09/09/12	09/09/12	60 Minutes		7PM-8PM		:30		NM	1	\$550.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/03/12	09/09/12	-----1			1	\$550.00				
E 27	GFSB	09/09/12	09/09/12	Mentalist		10PM-11PM		:30		NM	1	\$200.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/03/12	09/09/12	-----1			1	\$200.00				
E 28	GFSB	09/10/12	09/10/12	6AM-6:30AM	Eyewitness Nev	6AM-6:30AM		:30		NM	1	\$40.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$40.00				
E 29	GFSB	09/10/12	09/10/12	6:30AM-7AM	Eyewitness Nev	6:30AM-7AM		:30		NM	1	\$50.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$50.00				
E 30	GFSB	09/10/12	09/10/12	7AM-9AM	The Early Show	7AM-9AM		:30		NM	1	\$30.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$30.00				
E 31	GFSB	09/10/12	09/10/12	Eyewitness News at Noon		12PM-12:30PM		:30		NM	1	\$50.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$50.00				
E 32	GFSB	09/10/12	09/10/12	5PM-5:30PM	Eyewitness Nev	5PM-5:30PM		:30		NM	1	\$65.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$65.00				
E 33	GFSB	09/10/12	09/10/12	5:30PM-6PM	Eyewitness Nev	5:30PM-6PM		:30		NM	1	\$65.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$65.00				
E 34	GFSB	09/10/12	09/10/12	6PM-6:30PM	Eyewitness Nev	6PM-6:30PM		:30		NM	1	\$90.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$90.00				
E 35	GFSB	09/10/12	09/10/12	7PM-7:30PM		7PM-7:30PM		:30		NM	1	\$90.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$90.00				
E 36	GFSB	09/10/12	09/10/12	7:30PM-8PM		7:30PM-8PM		:30		NM	1	\$90.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$90.00				
E 37	GFSB	09/10/12	09/10/12	5AM-5:30AM	Eyewitness Nev	5AM-5:30AM		:30		NM	1	\$20.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$20.00				
E 38	GFSB	09/10/12	09/10/12	5:30AM-6AM	Eyewitness Nev	5:30AM-6AM		:30		NM	1	\$30.00
		Start Date	End Date	Weekdays			Spots/Week	Rate				
		Week: 09/10/12	09/16/12	1-----			1	\$30.00				
E 39	GFSB	09/10/12	09/10/12	M-SU	Eyewitness News @ 1	11PM-11:35PM		:30		NM	1	\$65.00

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WFSB Fairfield County
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Contract / Revision	Alt Order #
491856 /	06301800

Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	MCMAHON 4 !!!GFSB!!	1291

Advertiser	Original Date / Revision
McMahon for Senate	08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots		Amount	
											Start Date	End Date		
		Week: 09/10/12	09/16/12	1-----				1	\$65.00					
E 40	GFSB	09/10/12	09/10/12	Hawaii 5-0	10PM-11PM		:30			NM	1		\$300.00	
		Start Date	End Date	Weekdays				1	Rate					
		Week: 09/10/12	09/16/12	1-----				1	\$300.00					
E 41	GFSB	09/04/12	09/07/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	2		\$100.00	
		Start Date	End Date	Weekdays				2	Rate					
		Week: 09/03/12	09/09/12	-TWTF--				2	\$50.00					
											Totals	56	\$5,010.00	

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/10/12	56	\$5,010.00	\$4,258.50
Totals	56	\$5,010.00	\$4,258.50

Signature: _____ Date: _____

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